MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMG1014 – MANAGEMENT

(All sections / Groups)

5 MARCH 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (inclusive of the cover page) with 4 questions only.

2. Attempt **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

a. Manager's job can be tough and full of challenges. Despite these toughness and challenges being a manager can be rewarding. Discuss **FOUR (4)** rewards and **FOUR (4)** challenges of being a manager.

(16 marks)

b. Strategic management is what managers do to develop the organization's strategies in achieving its goals. Discuss the **THREE (3)** levels of strategy that a large organization must develop in order to achieve these goals.

(9 marks)
(Total: 25 marks)

QUESTION 2

a. Communication is the transfer and understanding of meaning. The ability to communicate effectively is a skill that must be mastered by any individual who wants to be an effective manager. Explain why communication is important to managers and organizations. What **FOUR (4)** functions does it serve?

(12 marks)

b. Today, managers choose the degree of centralization or decentralization that will allow them the best implementation of their decisions to achieve organizational goals. Explain **THREE (3)** factors that influence the level of centralization or decentralization in an organization.

(13 marks)
(Total: 25 marks)

QUESTION 3

a. Transactional leaders are those who guide or motivate their followers in the direction of established goals by clarifying role and task requirements. Transformational leaders, however, pay attention to the concerns and developmental needs of individual followers. Under what conditions transformational leadership is more preferable to transactional leadership. Discuss.

(15 marks)

b. The economic recession of the last few years saw employees at the receiving end of job insecurity, layoffs, tight budgets, minimal or no pay raises, benefit cuts, no bonuses, and long hours doing the work of those who had been laid off. Assuming that you were a manager during these difficult times, discuss **FOUR (4)** ways how would you motivate your employees

(10 marks)
(Total: 25 marks)

Continued.....

QUESTION 4

a. Bank A and Bank B merge to become one entity and these processes will involve changes to the organizations. These changes can be a threat to people and the possibility of resisting the change in both the organization will arise. If you are been assigned to be the change management team explain what are the **FIVE (5)** techniques for reducing resistance to change.

(12 marks)

b. List and briefly explain the steps, processes, and best practices managers typically utilize in the control process. Provide examples where appropriate.

(13 marks)
(Total: 25 marks)

End of Page